

JAY L. SMITH  
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## Sir Arthur Jarratt Visits Toronto

By JAY L. SMITH

On The  
beam



Showmanship is far from dead in Canada, as has been proven many times in the past by the outstanding campaigns submitted by Canadian exhibitors in The Digest Showmanship Contests, and by the many Quigley Award citations that have gone to Canadian managers. Now another spectacular proof of Canadian showmanship has been established by the results of UA's "Vera Cruz" Contest, in which three out of the first seven prizes went to Canadians.

Al Jenkins, veteran West Coast showman and manager of Odeon's Vogue Theatre, copped the second prize of \$500 in competition with exhibitors all over the U.S. and Canada, with Fred Jackson, of Loew's, London, and Nicky Langston of the Capitol, Hamilton, winning \$100 each for their campaigns.

In addition, Archie Laurie, UA's Canadian advertising and publicity director, won top honors among all the company's field men, and pocketed a cheque for \$500 for his efforts in connection with the "Vera Cruz" Contest.

Just last week we complimented Archie on the fine job he has been doing in connection with "Not As A Stranger," which is breaking all records in engagement after engagement across Canada. Now comes this further evidence of Archie's successful field work.

Despite a complete sell-out at the Uptown Theatre, Toronto, for the closed-circuit TV broadcast of the Marciano-Moore Heavyweight Championship Fight, a line-up started to form at the Downtown Theatre, Toronto, early Monday morning, for the first showing of the fight pictures, which opened at the five Twinex first-run houses.

(Continued on Page 2)

## British Lion & Romulus Merge Announce World-Wide Company

**London:** Sir John Keeling, Chairman of British Lion Films Limited and Mr. John Woolf, Chairman of Independent Film Distributors Limited, Romulus Films Limited and Remus Films Limited, announced that

### RKO Short Boosted By Top Exploitation

**Montreal:** Six hundred prominent men and women intensely interested in the vital subject of highway safety attended a special screening last week at the Avenue Theatre, in Montreal, of the RKO

(See RKO SHORT Page 3)

they have agreed to merge the overseas distribution of their respective groups and that the formation of a new world-wide distribution company under the title of Lion International Films Limited, is now being completed.

The Chairman of the Company will be Sir John Keeling and the Managing Director Mr. Ralph S.

(See JARRATT Page 6)

## Lightstone Represents Canada At Paramount Mgrs. Sales Meeting

**Toronto:** Gordon Lightstone, Paramount's Canadian General Manager, attended a special Paramount division managers' meeting on Sept. 22 and 23 at the Ambassador East Hotel, Chicago, called to discuss sales plans for the distribution of new products and the advertising and publicity campaigns that are being set up for the pictures.

George Weltner, Paramount's head of worldwide sales, presided

at the meeting, which also was attended by E. K. (Ted) O'Shea and Hugh Owen, vice-presidents of Paramount Film Distributing Cor-

(See LIGHTSTONE Page 2)



MGM'S EASTERN SALES MEETING: Left to right, standing—Bill Gus, Montreal branch manager; Eric Golding, St. John salesman; Hymie Miller, Montreal salesman; Garfield Cass, Toronto branch manager. Seated are H. L. Nathanson, President; Abe Smith, St. John branch manager and Hilly Cass, Canadian General Sales Manager.

### Variety Village

The British Music Hall Revue, booked to tour Canada with proceeds for Variety Village Vocational School, opened its two-weeks' engagement Sept. 26 at the Royal Alexandra Theatre, Toronto, with prices scaling up to \$3.50. Matinees are being held Wednesday and Saturday. Top stars are Alec Finlay, Tessie O'Shea and Norman Evans.

## MGM Holds Successful Sales Policy Meetings

**Toronto:** Hilly Cass, MGM's Canadian general sales manager, conducted two very successful sales meetings, one in Toronto for his Eastern personnel and one in Winnipeg, for the Western staff. The meetings backed by one of the most impressive lists of box-office winners already in release and a backlog of top product ready to go into release, discussed sales policy and special publicity campaigns. (The group that met in Toronto is shown on the left.)

(See MGM MEET Page 3)

## AA Sales & Booking Drive Starts Oct. 3

**Toronto:** Jack Bernstein, general sales manager of Allied Artists Pictures of Canada Limited, announced last week the company's second and biggest drive to-date, a 13 week period starting Monday, October 3rd and ending at the close of business, Saturday, December 31st, 1955.

During the new Sales and Booking Drive, Allied Artists will be releasing some of the most important

(See AA DRIVE Page 6)

CHARLES CHAPLIN, GM UNITED ARTISTS AND PRESIDENT, CMPDA, GUEST SPEAKER, SASKATCHEWAN EXHIBITORS ASSOC. MEET IN REGINA.



## On the Beam

(Continued from Page 1)

Martin Simpson, canny manager of the Downtown, had a one-sheet specially made up for the occasion, with an admission price of \$5.00 (which was charged for the TV showing) crossed out and his early matinee price of 40 cents featured. UA is once again distributing the Fight Films.

An excellent piece of pre-selling publicity and public relations is a post-card received this week, by air-mail, from Paris, France, which reads as follows: "Paris is a wonderful city and it's very exciting for Leland and Billy and me right now, because we are recreating the landing Lindbergh made here in 1927 in the 'Spirit of St. Louis.' Best regards, Jimmy Stewart."

The picture on the front of the card is an aerial photo showing a replica of the famous Lindbergh monoplane, "The Spirit of St. Louis" flying over the Eiffel Tower. The Warner Bros. production, starring Jimmy Stewart as Lindbergh, is well into production.

Strength of the current releases is made very obvious by the list of hold-overs at the first-run houses in Toronto. Walt Disney's "Lady and the Tramp" is in its 4th week at Shea's; Alfred Hitchcock's "To Catch a Thief" in its 5th week at the Imperial, and another Paramount release, "We're No Angels" in its 6th week at the University and Eglinton.

At Loew's, "Not As a Stranger" is in its 6th week, and will go a seventh, while at the Odeon-Toronto, and Fairlawn, the Katharine Hepburn starrer, "Summertime," is in its second week.

With the possible exception of the best man, who sported a very fancy tartan vest, the most dapper individual at the very plush Bolstad-Ashworth wedding reception at the Royal York Hotel, Toronto, was the orchestra leader, none other than Maestro C. (for Curly) Posen, whose rhythmic baton brought frequent rounds of applause from the many guests present. Curly was decked out in dove grey swallow-tails that would have done justice to an Emil Coleman or Meyer Davis. Besides being the epitome of sartorial elegance, the music Curly and his band provided was excellent. As for the wedding itself, Shirley Bolstad was everything a starry-eyed bride should be, while her handsome groom, David Ashworth, made a big hit with everyone. That truly grand couple, Ethel and Reuben Bolstad, looked proud as punch as they received the good

wishes of their friends, and well they might, for they have raised a lovely daughter, and now, by marriage, have acquired a fine son.

## Esquire & Mayfair

Toronto: Recently re-opened by Harry Firestone, the Esquire and Mayfair Theatres, Toronto, have joined the Associated Theatres buying and booking organization.

## LIGHTSTONE

(Continued from Page 1)

poration; Jerry Pickman, vice-president in charge of advertising, publicity and exploitation; Charles Boasberg, special assistant to Weltner; Robert J. Rubin, vice-president; Sidney Deneau, assistant to O'Shea; and Al Fitter, assistant to Owen.

## Guy Upjohn Made Harvey Hunt Aide

Toronto: The Odeon Theatres (Canada) Limited announced the appointment of Guy Upjohn as Assistant Director of Film Buying and Booking, under Harvey Hunt.

Mr. Upjohn has just returned from three months in British Columbia.



TORONTO PIONEERS ANNUAL GOLF TOURNAMENT — Left to right, first row: Dan Krendel; Al Troyer and Dave Ongley presenting the Tom Daley Trophy to winner Marvin Freedman. Second row: Morris Stein and Ralph Dale; N. A. Taylor with the Projectionists team who won the N. A. Taylor Trophy. Third row: Jack Fitzgibbons and the winner of the

Theatre Confections Trophy, W. Goodison; the Film Weekly Trophy winner Martin Bloom, Hye Bossin and Harold Fingold, runner-up. Fourth row: E. Huber, who won the 20th Century Theatres Trophy and Harry Mandel and F. Price who took home the Projectionists Local 183 Trophy with Jim Sturgess.



## MGM MEET

(Continued from Page 1)

The Winnipeg meeting, held on September 7-8 at the MGM Winnipeg offices and Hotel Garry, was attended by, besides Mr. Cass, Mr. Ramage, Harold Jackson, Dave Gillfinnen, all of Vancouver; Albert Genaske and Lou Litchinsky of Calgary; A. Levy, Marcus Trestler and Enrico Pietrobruno, Winnipeg.

With the results of "Interrupted Melody," "Love Me Or Leave Me," and "Blackboard Jungle" behind them, both meetings enthusiastically tackled the coming release schedule. At the top of the list is the forthcoming Goldwyn production of "Guys and Dolls," which will be shown on a road-show basis, with its Canadian release set for the first of the year.

Other pictures discussed at the meetings were: "It's Always Fair Weather," starring Gene Kelly, Dan Dailey and Michael Kidd; "Trial," starring Glenn Ford, Dorothy McGuire, Arthur Kennedy, John Hodiak, and Katy Jurado; "Quentin Durward," starring Robert Taylor and Kay Kendall; "The Bar Sinister," with Jeff Richards, Jarma Lewis, Edmund Gwenn, Dean Jagger and Wildfire; "Kismet," starring Howard Keel, Ann Blyth, Vic Damone, Monty Woolley, in color and CinemaScope; "I'll Cry Tomorrow," starring Susan Hayward, Richard Conte, Eddie Albert; "The Tender Trap," in color and CinemaScope and starring Frank Sinatra, Debbie Reynolds, David Wayne and Celeste Holm.

In addition to the above, Cass announced the re-issue of four of MGM's masterpieces, "Green Dolphin," "Anchors Aweigh," "Great Waltz," and "Wizard of Oz."

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## Across the Country



## Toronto and District

A meeting of the board of Motion Picture Theatres Association of Ontario was held here Sept. 19 when the directors discussed preparations for the annual convention scheduled for Monday, Oct. 31, at the King Edward Hotel. Executive Secretary Arch H. Jolley announced that he had his lines out for a distinguished speaker at the annual luncheon.

Raymond Labelle, 27, pleaded guilty to breaking into the Capitol Theatre at Thurso, Que., operated by D. St. Jacques, and also to charges of theft elsewhere. Labelle was sentenced by Magistrate Jacques Boucher to three years in penitentiary.

## Ottawa

Not As a Stranger, controversial medical film, was well received by Ottawa movie-goers. It played for four solid weeks at the Elgin Theatre before making way for James Stewart in The Man From Laramie. Other hold-overs include Mister Roberts at the Capital, and the old favorite, Going My Way, at the Little Elgin. Mr. Roberts is already booked for another stanza at the Regent Theatre, Famous Players' Number 2 centre town spot.

The Aladdin, situated in the South End, was the first Drive-In in this area to close for the 1955 season. The Drive-In at Britannia Bay, Star-Top and Auto-Sky are still in operation and will continue to do business until the first signs of cold weather.

## Prairies

A 36-by-33-foot addition, to cost \$15,000, is under way at the Community Theatre, Carnduff, Sask. It will provide additional seating capacity and space for the showing of wide screen films.

Bill Winterton, manager of the Capitol Theatre, Saskatoon, has returned from a three-month tour of England, Scotland and the continent. British humor has not changed over the years since he left the vaudeville troupe "Nelson's Newsboys" to come to Saskatoon in 1911, he reports. Highlight of his London tour was seeing Danny Kaye at London's Palladium. He also reports he saw every movie he could find time for.

## Winnipeg

The Gaiety Theatre, Winnipeg, playing "The Man Who Loved Redheads," had a sign on the front of their theatre stating that if one adult ticket was purchased, the second person would be admitted free if that person were a redhead.

George Oullahan, vice-president and assistant general manager of Sterling Films, Toronto, spent a short time in the city.

The Park Theatre, Winnipeg, has completed installation of their cycloramic screen for CinemaScope pictures. This screen is the newest of its type, and the Park is the first theatre in Canada to install it. The cycloramic screen features no glare in the front seats and no distortion in the side seats.

## Vancouver

Robert Foster, business agent of local B-72 theatre employees union is gravely ill at St. Pauls hospital. Raymond Massey and wife flew in from Hollywood to attend the wedding of his son Geoffrey, a Vancouver resident, to a local girl Ruth Killman.

Alberta is the latest province in Western Canada to give consideration to the elimination or at least a reduction of the amusement tax, which is at present ten per cent. British Columbia is still waiting for a tax reduction, promised by B.C. Premier Bennett in the heat of an election campaign. Exhibitors will jog his memory.

## RKO SHORT

(Continued from Page 1)

Radio Theatre of Life subject, "Devil Take Us."

The invited audience included the Mayor and Council of the city of Westmount as well as their Chief of Police, the heads of all Montreal and suburban police departments, representatives of many local Safety Councils, Junior Chambers of Commerce, Automobile Associations and women's clubs.

Television cameras were on hand and pictures of the proceedings were televised the next day in both French and English. Radio station CFCF using a roving microphone to interview many of the prominent people in attendance. Similar interviews were carried on radio stations CJAD and CJVL. All newspapers were represented.

At the conclusion of the screening, it was unanimously agreed that "Devil Take Us" is a subject that should be shown in every theatre. The Provincial Police agreed to co-operate in every possible way in order to assure "Devil Take Us" being shown in as many theatres as possible throughout Quebec.

## 'Assignment Children'

New York: "Assignment Children," Danny Kaye's film about the work of the United Nations Children's Fund (UNICEF), has been seen in theatres by some 10,000,000 Canadians and 40,000,000 Americans and has been translated into 17 languages in addition to English for further showing around the world, it was revealed in an interview with the star last week at UN headquarters in New York.

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## Wpg. Free Press Critic Deplores Sarcasm

By FRANK MORRIS

This is the conclusion of an article on Film Critics that appeared in last week's Digest.

So much for the personal side of the matter, and we reach the fourth boundary of the critics. This is the chap who writes for the New Yorker, for Time Magazine, and sometimes for The Saturday Review of Literature.

"I can well imagine the editors of these magazines deciding to hire a critic and saying to themselves: 'Joe Doop hates films, and he writes like smoke. He's just the guy.'"

"And so Mr. Doop gets the job and has a perfectly wonderful time hurling barbs and wise wisecracks. The upshot of all his criticisms is that everybody who hates the movies reads them and quotes what a smart guy Mr. Doop is. They quote him at length, and generally ignore his restrained little paragraphs about the odd films that come up to his 20-foot-yardsticks.

"These are movies that are generally shown at the neighborhood theatres known as 'art houses' or 'cinema'. The people who have a wonderful time knocking movies say that they intend to see these films, and commend the management of the art houses highly.

"Eventually, the art houses close, as witness the demise of the Osborne and Valour as purveyors of cinema culture. The people who buy up the theatres put in popcorn machines, show Marilyn Monroe and Tony Curtis on a double bill and everybody is happy . . . including the chaps who write the satirical reviews.

"Like, the one, for instance, Lee Rogow, the critic for The Saturday Review of Literature did all on a recent summer afternoon. Mr. Rogow takes the oblique method of reviewing the Hitchcock picture, To Catch a Thief. He takes you right into the offices of those lunkheads, the Hollywood producers, and imagines what it is like when they decide to film To Catch a Thief.

"The ensuing dialogue 'The trouble with movies today, there are not enough movies about jewel thieves,' Mr. Rogow has his imaginary producer say establishes Mr. Rogow as a roguish wit and his bon mots are repeated by the intelligentsia.

"Mr. Rogow finishes his criticism by having his imaginary producer remark: 'Maybe the wise guys on the New York papers will be claiming that somebody stole the jewels that should have been in the dialogue, but it has got Grace

Kelly and it has got Alfred Hitchcock and there are 10,000,000 ladies who will give you Albert Schweitzer and Pandit Nehru if they can have Cary Grant.

"Now the wit of this last sentence rather eludes me. Whether Mr. Rogow has the feeling that the reverend Mr. Schweitzer or Mr. Nehru would have been better than Cary Grant as an international jewel thief I can't tell you. But it does establish in your mind that Mr. Rogow would rather be doing missionary work or covering the international political scene.

"However, his job is to write about films, to evaluate them, and I think he is falling down on that job when he refrains from mentioning, for instance, that Jessie Royce Landis gives you a wonderfully amusing portrait of a newly-rich American widow, and that the cast is peopled with other clever people.

"Or am I being naive about this whole business of reviewing? I believe in panning a picture when I consider it is a bad picture, but somehow I don't think my job is to amuse myself on the days when reviewing comes up by showing at the expense of the film, what a devastatingly smart guy I am.

"It looks here, as if the chief criticism is aimed at the Saturday Review. It isn't, Mr. Rogow's criticism just seemed to be a shining

example of the sort of intellectual doodling that passes for movies reviewing in certain quarters. A few weeks ago, The Saturday Review had an excellent article to the effect that films are better than Broadway.

"Here's for more reviews telling what the film is about, and less glorification of the intellectual superiority of the writer.

"I'm glad I got that one off my chest."

## Jolley Guest Speaker

**Toronto:** Arch Jolley has accepted an invitation to be the guest speaker at the annual meeting of the Maritime Motion Picture Exhibitors Association which is being held Oct. 12 at the Admiral Beatty Hotel, Saint John, N.B.

## AA DRIVE

(Continued from Page 1)

ant product in the history of the company, Bernstein said. Following Wichita, in CinemaScope and Technicolor, starring Joel McCrea will be The Phenix City Story; The Warriors in CinemaScope and Technicolor starring Errol Flynn and Joanne Dru; Gunpoint in CinemaScope and Technicolor starring Fred MacMurray and Dorothy Malone, and Walter Wanger's production of The Body Snatchers in SuperScope.

## JARRATT

(Continued from Page 1)

Bromhead.

Other members of the Board will be—

Mr. John Woolf, Sir Arthur Jarratt, Managing Director of British Lion Films Limited, Mr. David Kingsley, a Director of British Lion Films Limited and Mr. Michael B. Bromhead, Overseas Manager of Independent Film Distributors Limited.

Sir Arthur Jarratt visited Toronto last week for discussions with Canadian Film Distributors.

Subject to existing contracts Lion International will continue distribution of the many important films owned by the two groups and will be responsible for the world distribution, excluding the United Kingdom, of all future films for which British Lion and Independent control distribution rights.

The first film provided by British Lion for the new Company is "John and Julie" in Eastman color, while Independent are immediately delivering the sensational "I Am a Camera" with Julie Harris and Laurence Harvey, which is at present creating new records in the U.S.A. John Woolf's group are commencing production in a few weeks of the Bob Hope-Katherine Hepburn "Not For Money" in VistaVision and Technicolor, produced by Betty Box and Harry Saltzman and directed by Ralph Thomas, and have additionally acquired the film rights for early production of several important London Westend successes.

The Chairman and Directors believe that the new Company will serve a most important purpose in providing revenues for British producers and first-class entertainment for overseas distributors in all territories. The knowledge that the films which it is handling are being fully exploited throughout the world will enable both groups to develop production plans on an ambitious and international scale.

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# Trans-Canada



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

### TORONTO

**IMPERIAL**  
5th wk. To Catch a Thief (Para.) VV & Tech. with Cary Grant.

**SHEA'S**  
4th wk. Lady and the Tramp (E-U) C'Scope & Tech.

**UNIVERSITY & EGLINTON**  
6th wk. We're No Angels (Para.) VV & Tech. with Humphrey Bogart.

**LOEW'S**  
6th wk. Not as a Stranger (UA) with Robert Mitchum.

**UPTOWN**  
One Desire (E-U) Tech. with Anne Baxter.

**ODEON & FAIRLAWN**  
2nd wk. Summertime (UA) Tech. with Katherine Hepburn.

### MONTREAL

**LOEW'S**  
Land of the Pharaohs (WB) C'Scope & WarnerColor with Joan Collins.

**CAPITOL**  
The Cobweb (MGM) C'Scope & Color with Richard Widmark.

**PALACE**  
3rd wk. The Seven Year Itch (20th-Fox) C'Scope & Color with Marilyn Monroe.

**IMPERIAL**  
10th month. Cinerama.

**AVENUE**  
2nd wk. Above Us the Waves (JARO) with John Mills.

### WINNIPEG

**CAPITOL**  
3rd wk. Mister Roberts (WB) C'Scope & WarnerColor with Henry Fonda.

**MET**  
2nd wk. The Dam Busters (WB) with Richard Todd.

### ODEON

3rd wk. Not as a Stranger (UA) with Robert Mitchum.

**GARRICK**  
A Bullet for Joey (UA) & Stranger on Horseback (UA) Color.

### VANCOUVER

**CAPITOL**  
Mister Roberts (WB) C'Scope & WarnerColor with Henry Fonda.

**ORPHEUM**  
Pete Kelly's Blues (WB) C'Scope & WarnerColor with Jack Webb.

**VOGUE & ODEON**  
Above Us the Waves (JARO) with John Mills.

### SAINT JOHN

**PARAMOUNT**  
Love Is a Many-Splendored Thing (20th-Fox) C'Scope & Color with Wm. Holden.

**CAPITOL**  
Footsteps in the Fog (Col.) Tech. with Jean Simmons.

**STRAND**  
The Kentuckian (UA) C'Scope & Tech. with Burt Lancaster.

### CALGARY

**CAPITOL**  
2nd wk. Lady and the Tramp (E-U) C'Scope & Tech.

**GRAND**  
The Kentuckian (UA) C'Scope & Tech. with Burt Lancaster.

**UPTOWN**  
Female on the Beach (E-U) with Joan Crawford.

**PALACE**  
2nd wk. To Catch a Thief (Para.) VV & Tech. with Cary Grant.